CONTRACT

WTKR-TV 720 Boush Street Norfolk, VA 23510-1583 (757)446-1000 www.wtkr.com

And:

Media Strategies & Research 11350 Random Hills Rd Suite 670 Fairfax, VA 22030

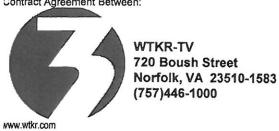
	-						
	Contract / Revision			Alt Order #			
	574568	1					
Product							
Kaine for Senate 2012							
Contract Dates	Estimate #						
09/24/12 - 09/30/12							
Advertiser			Ori	ginal Date	/ Revision		
Kaine/D/Senate				9/12/12	/ 09/12/12		
	Billing Cycle	Billing	Cal	endar	Cash/Trade		
	EOM/EOC	Broadcast			Cash		
	Station	Accour	Account Executive		Sales Office		
	WTKR		Local WTKR House		Norfolk		
	Special Handi	ing			•		
	<u>Demographic</u>						
	Adults 25-54						
				- 200,000			
,	IDB#	Adverti	cor	Codo	Deaduct Code		
	100#	Advert	<u>5C1</u>	Code	Product Code		
	Agency Ref			Advertiser	Ref		

		Spots/		To	tals
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
N 1 3 09/24/12 09/30/12 Newschannel 3 News	6-7am	:30	NM	1	\$220.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 -T 1	Rate				V 220.00
	\$220.00				
N 2 3 09/24/12 09/30/12 CBS This Morning	7-9a	:30	NM	1	\$140.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12T 1	<u>Rate</u> \$140.00				
V 3 3 09/24/12 09/30/12 Price Is Right Start Date End Date Weekdays Spots/Week	11am-12n	:30	NM	1	\$295.00
Week: 09/24/12 09/30/12F 1	Rate \$295.00				
V 4 3 09/24/12 09/30/12 Ellen Degeneres 3pm					
Start Date End Date Weekdays Spots/Week		:30	NM	1	\$140.00
Week: 09/24/12 09/30/12W 1	\$140.00	(p			
1 5 3 09/24/12 09/30/12 NewsCha 3 News First @ 4	~	:30			
Start Date End Date Weekdays Spots/Week		.50	NM	3	\$495.00
Week: 09/24/12 09/30/12 MT-T 3	\$165.00				
l 6 3 09/24/12 09/30/12 Newschannel 3 News	530-6pm	:30	NM	2	£400 00
Start Date End Date Weekdays Spots/Week	Rate	100	IAIA)	[*]	\$480.00
Week: 09/24/12 09/30/12W-F 2	\$240.00				
7 3 09/24/12 09/30/12 Newschannel 3 News	6-630pm	:30	NM	. 1	\$435.00
Start Date End Date Weekdays Spots/Week	Rate			1	ψ 1 33.00
Week: 09/24/12 09/30/12T 1	\$435.00				
8 3 09/24/12 09/30/12 Friday Prime	9-10pm	:30	NM	1	\$1,375.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12F 1	Rate				*
	\$1,375.00				
9 3 09/24/12 09/30/12 Late News (M-F)		:30	NM	3	\$1,185.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 -TW-F 3	<u>Rate</u> \$395.00				A (************************************
I 10 3 09/24/12 09/30/12 Late News (Sa-Su) Start Date End Date Weekdays Spots/Week	DOLLAR CO. DOCUMENTS	:30	NM	2	\$590.00
Week: 09/24/12	<u>Rate</u> \$295.00				
1 11 3 09/24/12 09/30/12 Late Night with David Letter					
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	1	\$165.00
Week: 09/24/12 09/30/12 M 1	\$165.00				
- m F			l l		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



	Contract / Revision 574568 /	Alt Order #			
Contract Dates 09/24/12 - 09/30/12	Product Kaine for Senate 2012	Estimate #			
Advertiser Kaine/D/Senate		inal Date / Revision 9/12/12 / 09/12/12			

*Line Ch Start Date End Date Description			Start/End Time	Davs	Spots/ Length Week Rate			Type	als				
				Rate	Days	Longin Week		Nate	Type	Spots	Amount		
									Totals			17	\$5,520.00
Γime Period	1	# of S	Spots	Gross A	mount	Net Amount							
08/27/12 -	09/30/12	!	17 \$5,520.00		\$4,692.00								
Γotals			17	\$5,5	20.00	\$4,692.00							

Signature:	Date:	